

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Canceled)

17. (Currently Amended) An information distribution system that displays a service information, that includes desired distribution date and time information provided by an information provider from a terminal on at least one of a plurality of displays, the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; and a display operation designation information for specifying the display operation of the display designated by the display designation information, the system comprising:

a service information collector that collects the service information;

a display program generator that generates a display program of the display designated by the display designation information based on the display operation designation information;

a display program executor for displaying the service information on the display based on the display program generated by the display program generator;

a display controller respectively annexed to the plurality of displays that controls display on the respective displays;

a server connected to the respective display controller through a network, the server including the service information collector, the display program generator and a display program distributor that distributes the display program generated by the display program generator to the display controller, the display controller including the display program executor; and ~~The information distribution system according to claim 16, further comprising~~

a registration request distributor that, when the service information is collected by the service information collector, distributes a request for registering a display information contained in the service information to the respective controller,

wherein the display controller has a display information storage that stores the display program and the display information distributed from the server, and the display program executor comprising: comprises: a display information finder that seeks a corresponding display information from the display information stored in the display information storage in response to the registration request from the registration request distributor; and an information transmission requesting portion that requests transmission of the display information to the server when the corresponding display information is not found after searching by the display information finder.

18. (Currently Amended) An information distribution system that displays a service information, that includes desired distribution date and time information provided by an information provider from a terminal on at least one of a plurality of displays, the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; and a display operation designation information for specifying the display operation of the display designated by the display designation information, the system comprising:

a service information collector that collects the service information;

a display program generator that generates a display program of the display designated by the display designation information based on the display operation designation information;

a display program executor for displaying the service information on the display based on the display program generated by the display program generator;

a display controller respectively annexed to the plurality of displays that controls display on the respective displays; and

a server connected to the respective display controller through a network, the server including the service information collector, the display program generator and a display program distributor that distributes the display program generated by the display program generator to the display controller, the display controller including the display program executor,

wherein the display controller has a display information storage that stores the display program and the display information distributed from the server, and ~~The information distribution system according to claim 16,~~ the display program executor comprising:  
comprises: a display information finder that searches corresponding display information from the display information stored in the display information storage based on the distributed display program; and an information transmission requesting portion that requests transmission of the display information to the server when the corresponding display information is not found after searching by the display information finder.

19. (Currently Amended) An information distribution system that displays a service information, that includes desired distribution date and time information provided by an information provider from a terminal on at least one of a plurality of displays, the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; and a display operation designation information for specifying the display operation of the display designated by the display designation information, the system comprising:

a service information collector that collects the service information;

a display program generator that generates a display program of the display designated by the display designation information based on the display operation designation information;

a display program executor for displaying the service information on the display based on the display program generated by the display program generator;

a display controller respectively annexed to the plurality of displays that controls display on the respective displays. ~~The information distribution system according to claim 15,~~ the display controller comprising a base contents displaying portion that displays a predetermined base contents on the display when there is no display information based on the ~~display program.~~ program; and

a server connected to the respective display controller through a network, the server including the service information collector, the display program generator and a display program distributor that distributes the display program generated by the display program generator to the display controller, the display controller including the display program executor.

20-21. (Canceled)

22. (Currently Amended) An information distribution method that displays a service information, that includes desired distribution date and time information provided by an information provider from a terminal on at least one of a plurality of displays,

the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; the desired distribution date and time; and a display operation designation information that specifies the display operation of the display designated by the display designation information, the method comprising steps of:

collecting the service information;

generating a display program of the display designated by the display designation information based on the display operation designation information;

displaying the service information on the display based on the display program generated in the display program generating step;

distributing the display program generated in the display program generating step to respective display controllers;

storing the display program and display information distributed in the display program distributing step in a respective display controller corresponding to the display program; ~~The information distribution method according to claim 21, further comprising the steps of:~~

distributing a request for registering the display information contained in the service information when the service information is collected in the service information collecting step;

seeking a corresponding display information stored in the display information storing step based on the registration request in the registration request distribution step; and

requesting transmission of the display information to the server when the corresponding display information is not found after search during the display information seeking ~~step.~~ step.

wherein the steps are implemented on a network system comprising: a display controller respectively annexed to the plurality of displays that controls display on the respective displays; and a server connected to the respective display controllers through a network.

23. (Currently Amended) An information distribution method that displays a service information, that includes desired distribution date and time information provided by an information provider from a terminal on at least one of a plurality of displays,

the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; the desired distribution date and time; and a display operation designation information that specifies the display operation of the display designated by the display designation information, the method comprising steps of:

collecting the service information;

generating a display program of the display designated by the display designation information based on the display operation designation information;

displaying the service information on the display based on the display program generated in the display program generating step;

distributing the display program generated in the display program generating step to respective display controllers; and

storing the display program and display information distributed in the display program distributing step in a respective display controller corresponding to the display program.

wherein the steps are implemented on a network system comprising: a display controller respectively annexed to the plurality of displays that controls display on the respective displays; and a server connected to the respective display controllers through a network, and ~~The information distribution method according to claim 21,~~ the display program executing step ~~including;~~ includes: a display information searching step that searches a corresponding display information from the display information stored in the display information storing step based on the display program distributed and displayed; and an information transmission requesting that requests transmission of the display information to the server when the corresponding display information is not found after searching in the display information searching step.

24. (Currently Amended) An information distribution method that displays a service information, that includes desired distribution date and time information provided by an information provider from a terminal on at least one of a plurality of displays,

the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; the desired distribution date and time; and a display operation designation information that specifies the display operation of the display designated by the display designation information, the method comprising steps of:

collecting the service information;

generating a display program of the display designated by the display designation information based on the display operation designation information;

displaying the service information on the display based on the display program generated in the display program generating step; and ~~The information distribution method according to claim 20, further comprising the step of~~

displaying a predetermined base contents on the display when there is no display information based on the display program.

25-35. (Canceled)

36. (Previously Presented) A program stored in a computer-readable recording medium that implements the information distribution method according to claim 22 by a computer system.

37. (Previously Presented) A program stored in a computer-readable recording medium that implements the information distribution method according to claim 23 by a computer system.

38. (Previously Presented) A program stored in a computer-readable recording medium that implements the information distribution method according to claim 24 by a computer system.

39. (Canceled)

40. (Previously Presented) A program stored in a computer-readable recording medium that implements the information distribution method according to claim 22.

41. (Previously Presented) A program stored in a computer-readable recording medium that implements the information distribution method according to claim 23.

42. (Previously Presented) A program stored in a computer-readable recording medium that implements the information distribution method according to claim 24.